

ABSTRACT

In a fixing apparatus 200 using an induction heating type of heating apparatus, there are provided an excitation apparatus 230 that generates magnetic flux, an opposed core 233 located opposite excitation apparatus 230, a fixing belt 210 that is induction-heated by the aforementioned magnetic flux, and magnetism masking elements 301 that block magnetic paths 302 corresponding to paper non-passage areas of fixing belt 210 between excitation apparatus 230 and opposed core 233. By blocking magnetic paths between excitation apparatus 230 and opposed core 233 by means of magnetism masking elements 301, magnetic flux that induction-heats fixing belt 210 is effectively masked, and an excessive rise in temperature of paper non-passage areas of fixing belt 210 is prevented.